



# SAPOR NEWSLETTER

**JULY 2011**

**SUMMER ISSUE**

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*Southern Association for Public Opinion Research*

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## **LETTER FROM THE PRESIDENT**

**LAUREN COHEN, PRESIDENT**



Greetings SAPOR Members! I hope this newsletter finds everyone healthy, happy and enjoying the summer.

2011 has already been a very busy year for many of our members. The SAPOR Executive Council and volunteers have been working hard planning our 30<sup>th</sup> Annual Conference. We are hoping that this newsletter will bring everyone up to speed on what we've been doing, and will generate excitement for the upcoming conference in October.

The annual AAPOR conference was held in May in Phoenix, AZ. It was the 2<sup>nd</sup> highest attended conference in AAPOR history and SAPOR was well represented by many of our members. The AAPOR conference is a great place for SAPOR members to meet and mingle with one another, as well as to network with attendees from other chapters. We were happy to see so many familiar faces and also to meet some potential new SAPOR members at the conference. The All Chapter Reception was an especially good opportunity to network and socialize.

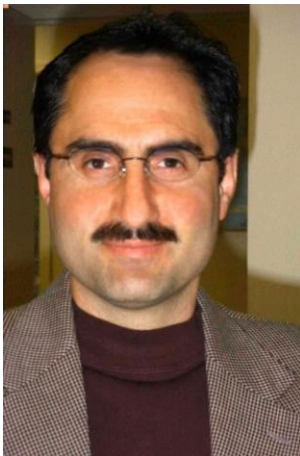
We are eagerly anticipating the presentations that will surround our next SAPOR conference theme, *Public Opinion and Survey Research in Changing Political, Societal, and Economic Times*. These presentations are expected to promote research-based discussions regarding how our outlook has changed in recent years given the political, social and economic state of our country and our world. In turn, these discussions will help identify hindrances in conducting credible research, and will elicit the sharing of knowledge and lessons-learned in how we overcome those obstacles.

Our 30<sup>th</sup> Annual Conference will be held in Raleigh, North Carolina from October 5-7, 2011. The call for papers deadline is tomorrow, July 30<sup>th</sup>. If you do not plan to submit an abstract we certainly hope you will be able to join us for the annual conference. We have already received a number of very interesting presentation ideas and we are excited about our move to a new and upgraded venue! If you have never been to a SAPOR conference and would like more information, check our website to learn more: <http://www.southernassociationforpublicopinionresearch.org/index.htm>.

We on the SAPOR Executive Council hope that you all have a wonderful summer, and can't wait to see so many of you again at the conference this fall!

Best Wishes,  
Lauren Cohen  
2010-2011 SAPOR President

**SAPOR AT AAPOR**  
**MANSOUR FAHIMI, VICE-PRESIDENT**  
**LAUREN COHEN, PRESIDENT**



There were a number of SAPOR members at this year's AAPOR conference in Phoenix, and we enjoyed seeing everyone! Executive Council members worked the SAPOR booth at the All Chapter Reception and we were excited to meet a number of potential new members. To all of you that stopped by our booth – thank you! We hope that all current and new members will be able to join us in Raleigh for the 2011 Annual Conference.

The SAPOR President attended the All Chapter meeting, hosted by the AAPOR Membership Committee, to share ideas and experiences with other chapters. During this meeting, the AAPOR Membership Committee announced that they have been working on implementing new tools to help local chapters share lessons learned, grow, and increase membership. A key takeaway from the meeting was that chapters would provide a regular update to the Membership Committee in order to keep other chapters abreast of current activities within each chapter and present additional opportunities for collaborative events.

The experience of gleaning relevant and innovative ideas from other local chapters as well as learning about the new tools available to us left the SAPOR Executive Council feeling energized and inspired. We are looking forward to putting this knowledge to use in the coming year, and watching as SAPOR continues to expand as one of the most respected chapters of the AAPOR. To this end, and as always, we look forward to your participation and suggestions.

## UPDATE FROM THE CONFERENCE CHAIR

KRISTIN FULLER, CONFERENCE CHAIR



Considering the ever changing social climate in which we live and the major political and economic issues that have impacted us all, SAPOR's theme for this year will be ***Public Opinion and Survey Research in Changing Political, Societal, and Economic Times***. This year's theme is aimed to foster insightful discussions regarding the impact of changing political, social, and economic factors on the research community. We are looking forward to the exchange of ideas, best practices, and lessons learned amongst our colleagues.

We are excited to welcome Dr. Michael Link from the Nielsen Company as the keynote speaker for the Thursday night banquet. The program will also feature an invited presentation by Dr. Peter Marsden from Harvard University.

A short course will be offered on October 5<sup>th</sup>, the Wednesday afternoon prior to the conference. *"Introduction to Usability Testing for Survey Research"* will be taught by Emily McFarlane Geisen, of RTI, and Caroline Jarrett, of Effortmark Ltd. This course has been approved for 3.5 PRC credits through MRA and for 4.0 short course credit hours through the CPSM program at UNC Chapel-Hill.

We are currently reviewing the abstract submissions and are working to compile a dynamic conference program. We expect that a preliminary program will be made available on the website by mid-August.

Registration for the 2011 SAPOR Conference is expected to open online on August 1<sup>st</sup>. Be sure to register early to take advantage of reduced fees!

We hope to see you in Raleigh in October!

## SPONSORSHIP OPPORTUNITIES

KRISTIN FULLER, CONFERENCE CHAIR

We are asking that all participants and members of SAPOR encourage your company, university, or organization to support the SAPOR organization that means so much to all of us.

As you know, our annual conference is an event that brings people together for mutual support, education and inspiration. The SAPOR conference offers an opportunity to collaborate with research and public opinion professionals from academia, government, and private sectors.

In order to continue to make our conference a rewarding experience for researchers and students in the region, we are reaching out to all of our participants, members, and colleagues to seek sponsorships for the 2011 SAPOR conference. In appreciation for your contribution, we will be delighted to feature your name and logo in our promotional materials, and will acknowledge your assistance at all appropriate opportunities.

If you are interested in sponsoring, please review our Marketing Prospectus on the website for sponsorship options. If you are unable to contribute at the Platinum, Gold, Silver, or Bronze level, donations of any amount will still be greatly appreciated. Sponsorships of specific activities/items are delegated upon first request, so please respond quickly if you have a preference for your sponsorship designation.

Below is a link to Marketing Prospectus on our website:

<http://southernassociationforpublicopinionresearch.org/docs/marketingprospectus2011.pdf>

You can also contact Kristin Fuller (kristinf@rti.org), the 2011 SAPOR Conference Chair, for more information about sponsorship opportunities for the conference.

## **CALL FOR SAPOR OFFICERS AND VOLUNTEERS**

### **AMBER RUMSEY, VICE-CONFERENCE CHAIR**



Do you know of someone who would be a valuable addition to the SAPOR 2011-2012 Executive Council or one of the SAPOR volunteer committees? If so, nominate them! Or, if you think you would like to become more involved and contribute, nominate yourself!

The elections for the 2011-2012 officers will be held in October. SAPOR is currently seeking nominations for the following offices:

- **Vice-President (President-Elect).** The Vice-President serves a one year term, then serves one year as President, and one year as Past President. This elected

officer will sit on the SAPOR Executive Council in each of these roles. As President, the elected officer is responsible for fulfilling the purpose of SAPOR, serving as Chairperson of the Executive Council, and serving as the official representative of SAPOR in its relations with other organizations and the public.

- **Conference Vice-Chair.** The Conference Vice-Chair serves a one year term, then serves one year as Conference Chair. The officer elected to this role will sit on the SAPOR Executive Council in each of these positions. The Conference Chair will be responsible for arranging the annual conference in form and content. He/she shall seek approval of the Executive Council on conference plans.
- **Treasurer.** The Treasurer serves a two year term and sits on the SAPOR Executive Council. This elected officer will keep accurate records of SAPOR's debits and credits. The Treasurer will work with the Secretary to maintain an update membership list. During the SAPOR conference the Treasurer will oversee the registration process, generate and send receipts for registration, and track conference expenses and revenues. The Treasurer will also be responsible providing a treasurer report during the monthly Executive Council conference call.

SAPOR is also seeking volunteers for the following committees:

- **Graphic design.** SAPOR is seeking assistance from individuals who have the skills and software to design printed materials (theme-related program book cover, signage, and nametags) for the annual conference.
- **Website Administration.** Website administrators are responsible for updating content on the SAPOR website throughout the year and ensuring that the website is portraying the correct message. They will be responsible for managing and reviewing website updates and suggesting new tools for use on the website by SAPOR users.
- **Event Operations.** Volunteers are needed to assist with event promotion and operations for the annual conference.

*If you are interested on serving on the SAPOR Volunteer committee please contact Kristin Fuller ([kristinf@rti.org](mailto:kristinf@rti.org)).*

*Please send nominations for the Executive Council to Lauren Cohen ([lcohen@rti.org](mailto:lcohen@rti.org)), by September 1, 2011.*

## SAPOR MEMBER HIGHLIGHTS

### KRISTIN FULLER, CONFERENCE CHAIR



Kelly Foster (UGA – Department of Health Policy and Management), an involved member and volunteer, as well as a former SAPOR executive council member, has successfully defended her doctoral dissertation, using Second Life as a survey environment. Her dissertation, entitled “*The Second Life of Social Science Research: An Assessment of Sampling and Data Collection Methods, Data Quality, and Identity Construction in Virtual Environments*,” offers an interesting approach to collecting data through avatars. She has now received her PhD in Educational Psychology from the Research, Evaluation, Measurement and Statistics program. Kelly also has a new addition to her family. She was unable to attend last year’s conference due to the arrival of her second son, Jeremiah. We look forward to seeing her at the SAPOR conference this year. Please join us in congratulating Kelly!



Stacey Weger, our current SAPOR Secretary, successfully defended her master’s thesis, “*Behavioral and Attitudinal Differences Between Voluntarily Childless Women and Other Women*” earlier this year. She graduated summa cum laude with an MA in Sociology from North Carolina Central University in May of this year. Congratulations, Stacey!



Rich Clark, a long-time member and former executive council member of SAPOR, has recently taken the position of Director of the Castleton Polling Institute and Associate Professor of Political Science at Castleton State College in Vermont. We wish Rich well in his new position!

Do you know a SAPOR member that should be highlighted in our next newsletter for a professional or personal accomplishment, or even an interesting tidbit? Please let us hear from you. You may e-mail this information to Stacey Weger at [sweger@rtiorg](mailto:sweger@rtiorg). Thanks!



## **CONTACT SAPOR**

**WWW.SOUTHERNASSOCIATIONFORPUBLICOPINIONRESEARCH.COM**

**Kristine Fahrney (Past President).** RTI International. 919-485-5531. fahrney@rti.org.

**Lauren Cohen (President).** RTI International. 919-541-7278. lcohen@rti.org.

**Mansour Fahimi (Vice-President/President-Elect).** Marketing Systems Group. 240-743-9866. mfahimi@m-s-g.com.

**Kristin Fuller (Conference Chair).** RTI International. 919-541-8801. kristinf@rti.org.

**Amber Rumsey (Conference Vice-Chair).** RTI International. 919-541-6563. arumsey@rti.org.

**Stacey Weger (Secretary).** RTI International. 919-541-6902. sweger@rti.org.

**Jennifer Marks (Treasurer).** sapor.treasurer@gmail.com.

**Shane Trahan (Web Coordinator).** RTI International. 919-541-5848. srt@rti.org.

**Mark West (JSAPOR Editor).** UNC Asheville. west@unca.edu.

**Robert Agans (Prothro Student Paper Competition Chair).** UNC-Chapel Hill. 919-843-5923. agans@unc.edu.

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